

EXHIBIT 157

REDACTED

Message

From: [REDACTED]
Sent: 6/23/2016 1:53:19 AM
To: [REDACTED]
CC: [REDACTED]
Subject: OVERDUE LAUNCH - Please update: [Launch 145400] Demand Syndication Alpha

REMINDER - Launch date overdue.

Please modify launch status or update launch date!

Your role as [REDACTED]: Launch Subscriber

Link: [REDACTED]

Launch information:

Launch ID 145400
 Name **Demand Syndication Alpha**
 Calendars Ads & Comm (Display): Display Ads - Publisher Platform - DRX
 Launch Date **2016-06-21**
 Status **Current**
 Description Today publishers using DFP can sell remnant impressions to non-AdX exchanges (Rubicon, Pubmatic, OpenX, etc) with static-price line items and to AdX with realtime pricing (RTB callouts to AdX buyers). Publishers want realtime pricing from all exchanges because it generates significant yield ([REDACTED] anecdotally) so they resort to header bidding setups like prebid.js - which makes many calls from the page (user data leakage, latency issues), is painful to setup (pubs have to create 1000's of line items, can't reconcile billing/reporting) and encourages pubs to consider other SSPs (see [REDACTED]).

Demand Syndication allows non-AdX exchanges to compete with realtime pricing from within DFP. Publishers specify which exchanges they have agreements with, and then we allow those exchanges to buy on those publishers via RTB - similar to how AdX buyers participate. Our goal for this product is to provide *slightly* better value for publishers than header bidding but not so much that it completely cannibalizes AdX.

Demand Syndication will take a [REDACTED] rev share (instead of AdX's 20%), be subject to platform policies (instead of AdX policies), not provide publishers with sophisticated blocking functionality, not receive all the value-add signals passed to AdX buyers (e.g. omit viewability, detected_vertical, click_through_rate and many others), and likely omit certain UI/API functionality currently exposed to AdX buyers.

This alpha is a continuation of the proof-of-concept (ariane/143859) with the addition of limited UI functionality for both exchanges and publishers. Exchanges will be able to log in to a version of our buy-side UI but only have access to troubleshooting, reporting, billing and account settings pages. Publishers will be able to control demand syndication via the mediation groups UI in DFP and have access to some basic reporting functionality.

Creator gargisur

Approvers:

Ads & Comm (Display): Display Ads -	Status	Owners
-------------------------------------	--------	--------

Publisher Platform - DRX

PA Lead	Approved	<u>nmohan, jbellack, scottspencer, [REDACTED], eisar, [REDACTED]</u>
Eng	Approved	<u>apappu, [REDACTED]</u>
Legal	Approved	[REDACTED]
Logs	Approved	<u>logs-launch+ariane</u>
Privacy	Approved	<u>pwg-display-approvers</u>
Latency	FYI	
UI	FYI	[REDACTED]
Security	FYI	
Policy Team	FYI	<u>publisher-policy-dev</u>

Launch Attributes:**Global attributes**

PRD	[REDACTED]
Privacy Design Document	<u>https://docs.google....LM48ERM4Yjaye9Q/edit</u>
Privacy Trivial Launch	No
Privacy Trivial Justification	N/A
Privacy Master Tracking Bug	

Display Ads - Publisher Platform - DRX attributes

PM	<u>glevitte, [REDACTED]</u>
TL	[REDACTED]
UI mockups	
Privacy Launch Document	<u>https://docs.google....bw/edit?usp=drivesdk</u>
Impact	Medium
Launch Stage	% Launch
L-Team	No
Display Privacy Review required?	No
Number of marketing promotions	
Patent review	false
Comms Docs	
Commercialization priority	A
Comms Owner	[REDACTED]
Tech Writer	[REDACTED]
Product Group	DFP Premium, DFP SB, AdX Buy-side
User Controls Certification (go/uc-cert)	I certify
Betabot link	
Alpha release date	
Alpha release qualifications	
Beta release date	
Beta release qualifications	
GA release date	2017-Q1
GA release qualifications	

Buganizer ID

Help center article

Logs attributes

Logs Ticket Link

Latency attributes

Latency data

Security attributes

Needs security review

No

Security Justification

Security ticket(s)

Recipients: [REDACTED], glevitte, [REDACTED]
[REDACTED]

[Unsubscribe from this launch](#)